



# SENCON

## SENEGAL

**10<sup>th</sup> INTERNATIONAL EXHIBITION  
FOR CONSTRUCTION MATERIALS  
AND MACHINERY**

**06-08 FEBRUARY 2025**  
**DAKAR SENEGAL**

CENTRE DES EXPOSITIONS  
DE DAKAR DIAMNIADIO



# POST SHOW REPORT

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## SENCON 2025 OVERVIEW

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# KEY FINDINGS

“

*The post-show report provides a transparent verview of what SENCON 2025 was. We hope you will find this report insightful and that it offers you a comprehensive and valuable overview of SENCON 2025.*

”



## SHOW INFORMATION

Type : Trade Show  
Frequency : Annual  
Area : 8054m<sup>2</sup>  
Exhibiting companies : 250



## OPENING HOURS

06 February 2025 - 11h00 - 18h00 (THURSDAY)  
07 February 2025 - 10h00 - 18h00 (FRIDAY)  
08 February 2025 - 10h00 - 18h00 (SATURDAY)



## SENCON 2025 – SENEGAL OVERVIEW

The 10th edition of SENCON, the largest construction exhibition in West Africa, concluded with resounding success. Bringing together professionals from around the world, this event provided a strategic platform for innovation, networking, and business development.

With a record participation and a diversification of represented sectors, SENCON has firmly established itself as a must-attend event for professionals in construction, infrastructure, and renewable energy. The 10th edition of SENCON, the leading exhibition for construction, infrastructure, and equipment in West Africa, was successfully held from February 6 to 8, 2025, at the Diamniadio Exhibition Center, Senegal.

Since its inception, SENCON has become an essential platform for industry professionals, bringing together key players to exchange

knowledge, conduct business, and discover the latest technological innovations. This anniversary edition once again reinforced the event's central role in the development of the West African market.

Thanks to the participation of numerous local and international companies, visitors had the opportunity to explore a wide range of products and services, establish strategic partnerships, and attend insightful conferences led by renowned experts.

The event was officially inaugurated on February 7, 2025, by the Minister of Industry and Trade of Senegal, in the presence of numerous industry leaders and key figures.



12.500  
TOTAL  
VISITORS



8750  
PROFESSIONAL  
VISITORS



18  
PARTICIPATING  
COUNTRIES



CENTRE DES  
EXPOSITIONS  
DE DIAMNIADIO





## EXHIBITOR STATISTICS

Evaluation of the SENCON 2025 exhibitor survey. Exhibitors were required to complete a questionnaire on the last day of the event. The following evaluation is based on this survey:



Exhibitors have already registered for the next edition



Exhibitors were satisfied with the quality and number of visitors

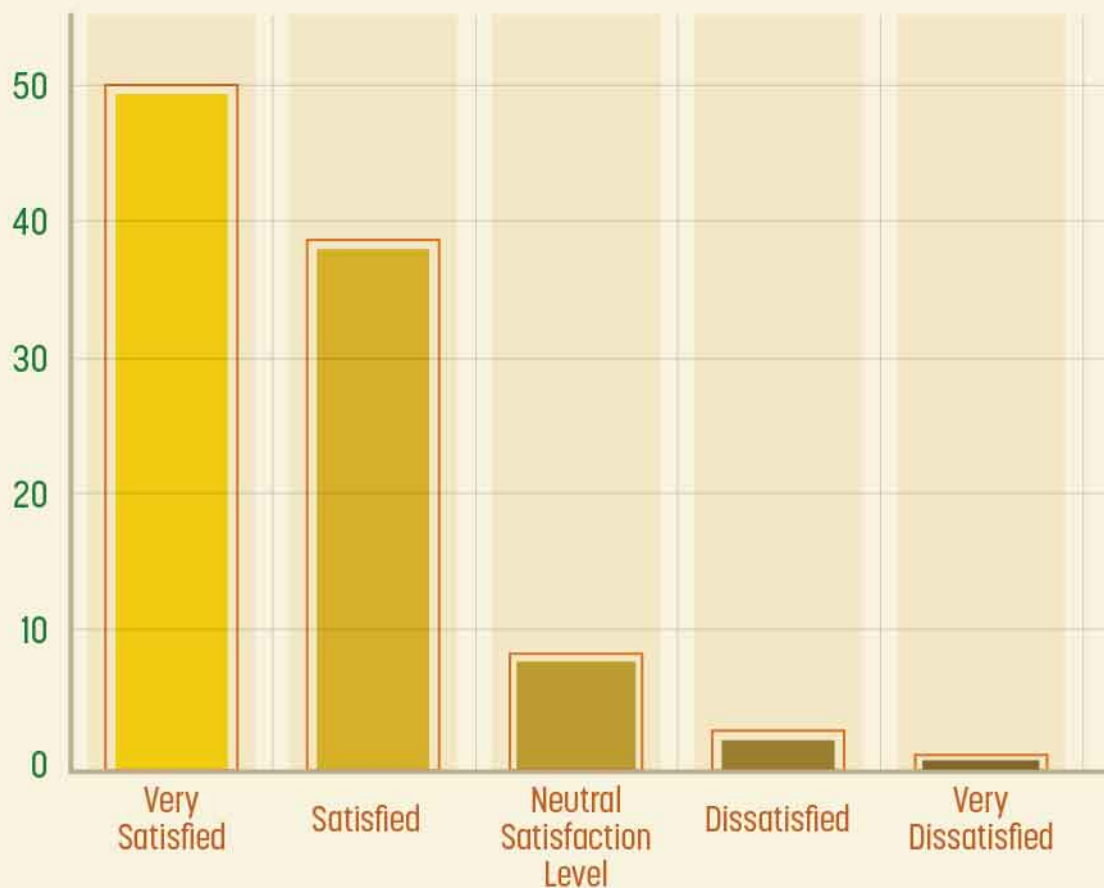


Exhibitors signed concrete contracts during the exhibition



Exhibitors expressed satisfaction with the service and support provided by the organizer

## EXHIBITOR SATISFACTION





## EXHIBITOR PROFILES

- 1 CONSTRUCTION MATERIALS AND SYSTEMS
- 2 HAND TOOLS AND EQUIPMENT
- 3 CONSTRUCTION MACHINERY AND HEAVY EQUIPMENT
- 4 PREFABRICATED BUILDINGS AND CONSTRUCTION SYSTEMS
- 5 INTERIOR STRUCTURE AND INFRASTRUCTURE EQUIPMENT
- 6 WATER TECHNOLOGIES
- 7 DECORATION
- 8 BATHROOM AND KITCHEN HARDWARE
- 9 INSULATION AND CONSTRUCTION CHEMICALS
- 10 ELECTRICITY, GENERATORS, LIGHTING, AND AUTOMATION
- 11 MACROSTRUCTURE
- 12 INSTALLATION, ELEVATORS
- 13 MARBLE, GRANITE, AND CERAMICS
- 14 CONCRETE AND CONCRETE EQUIPMENT
- 15 DOORS, WINDOWS, FACADES
- 16 HVAC-R SYSTEMS





## WHAT THEY SAID

“

As one of the leading exhibitions showcasing developments in the construction and building sector, SENCON highlights advancements in construction technologies and building materials, while serving as a bridge between industry progress in West Africa and cooperation with both local and international stakeholders.

”

“

### **METALUTION**

*Seydina Djibril Sarr, Sales and Marketing Director*

“ The SENCON event that brings us together has been a great asset for us, as it allows us to strengthen our visibility and expand our professional network. This trade fair provides us with the opportunity to meet partners and experts in the construction, infrastructure, and finishing sectors. This is our second consecutive year participating in SENCON. Thank you, SENCON, thank you, HAGE! In 2025, we will return with even more energy!”

”

“

### **ISIDOR**

*Thierry Audet, General Manager*

“Isidor is a company based in Morocco, specializing in the sale of all types of industrial and residential doors. Participating in this trade fair has been very rewarding, as we have made valuable contacts and had meaningful meetings. We would like to thank the event organizers for their excellent management and for successfully leading the project in a highly professional manner.”

”

“

### **TABAKH MATÉRIAUX**

*Ibrahima Fall, Manager*

“This is our first time participating, and I congratulate HAGE. SENCON is a valuable asset for the country and its development.”

”

“

### **BATIMENTSMOINSCHER.COM**

*Vincent Lionel, Sales Director*

“This is now the fifth edition that we have attended the SENCON trade fair, and we are always very happy to be here, as it provides an excellent opportunity to meet potential clients and welcome existing ones. It is also a key hub of attraction within Senegal. We are delighted to be part of the 10th edition, and we would like to wish the fair a happy anniversary. We hope to be present for the 20th and 30th editions as well. This event continues to grow year after year. With this 10th edition, we can truly see a milestone has been reached, with a greater number of stands and delegations coming from various countries.”

”



## B2B MEETINGS STATISTICS

One of the strongest highlights of Sencon is the organization of B2B meetings.. Thanks to our partner Avantages Distribution, Sencon successfully brought together the most targeted professionals and entrepreneurs in Senegal for B2B meetings that add significant value to the exhibition.

Here are some key details about the B2B meetings from the last edition that took place during the event:

**325** professionals registered online

**95** meetings resulted in partnerships

**67** meetings led to purchases

**40** meetings led to follow-up appointments and will continue at a later date

Other meetings remained inconclusive due to factors such as price, product applicability in the country, low order volume, etc. These B2B meetings continue to be a key success factor for Sencon, reinforcing its role as a catalyst for business opportunities in Senegal and the West African region.



## VISITOR STATISTICS

The **SENCON 2025** edition welcomed delegations of professional visitors, organized in partnership with the Order of Architects of Senegal. This collaboration enabled the official participation of all architectural organizations from the sub-region, as well as several construction sector federations from both West Africa and North Africa. This strong presence highlights **SENCON's** strategic importance as a key platform for business exchanges and partnerships in the building and infrastructure industry.

### Visitor Motivations at SENCON 2025

15%

Research  
New Products

16%

Establishing  
Contacts

22%

Visiting  
Suppliers

12%

Gathering  
Information

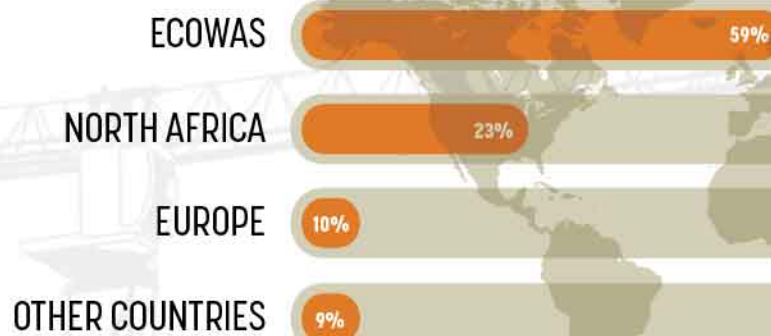
20%

Placing  
Orders

15%

Purchasing

## VISITOR ORIGIN AT SENCON 2025



## NATIONAL PAVILIONS

**SENCOn 2025** hosted the participation of six national pavilions representing **Morocco, Tunisia, France, Italy, Spain, China, and India**. These pavilions were organized in collaboration with development agencies, embassies, business clubs, and other institutions, enhancing the exhibition's international appeal and fostering opportunities for cooperation and economic exchanges among key players in the construction sector.



MOROCCO



TUNISIA



FRANCE



ITALY



SPAIN



CHINA



INDIA



## VISITORS FEEDBACK

“

**CHAKIB BENABDELLAH\*\***

*President of the National Council of the Order of Architects of Morocco*

I am pleasantly surprised by the quality of the organization and the stands, as well as by the number of companies present at both the African and international levels. I am proud of Senegal.

”

“

**Aboubakar Diagne**  
*PDG d'ICTS*

I am very satisfied with all the contacts and new suppliers I was able to connect with, and I am amazed by all the new equipment. Thank you, SENCON!

”

“

**ADA YAYA BOCOUM**

*President of the National Council of the Order of Architects of Burkina Faso*

Ten years is a journey, a story in itself, and this is reflected in the quality of the organization and exhibitors. They allow us to connect with our target audience and with individuals who bring innovation and valuable contributions to architectural design.

”

“

**NARCISSE JUSTIN SOGLO**

*President of the National Council of the Order of Architects of Benin*

After 10 years, SENCON has experienced significant growth.

”

## DISTRIBUTION OF VISITORS BY SECTOR OF ACTIVITY - SENCON 2025



- **40,0%** Construction and public works companies
- **25,0%** Suppliers and distributors of materials
- **15,0%** Architecture and design offices
- **10,0%** Investors and project sponsors
- **10,0%** Government agencies and bodies

## SEMINAR PROGRAM

**SENCON** organized a series of seminars over the three days of the event, benefiting industry professionals. Industry leaders and distinguished speakers shared their insights and expertise on the construction market during the conferences. The main objective of these sessions was to support businesses, promote trade development, and highlight the role of decentralization in infrastructure growth in Senegal.

**The seminar program covered the following themes:**

### CONFERENCE PROGRAM – HALL D

Date	Time	Activity	Speakers
07 February 2025	09H30 – 10H00	Introductory Conference: "Risk of Overflow of the Senegal River"	Modibo Diop, P. Sanou Faye
07 February 2025	10H00 – 11H15	Panel: The Role of Construction Companies in National Development	Modibo Diop, P. Sanou Faye
07 February 2025	12H15 – 13H45	Communication Sessions 1	Impact of Climate Change, Alternative Materials, Building Safety
07 February 2025	15H00 – 17H00	Communication Sessions 2	Innovations in Solar Energy, Renewable Energy, Sustainable Development



### CONFERENCE PROGRAM – HALL F (ORDER OF ARCHITECTS)

Date	Time	Activity	Speakers
06 February 2025	14H15 – 17H00	Conference: Architectural Renewal – The "BAKU" Movement	Malick Mbow, Mohamed Ndiaye, Massamba Diop, Zulu Mbayé, Ake Paul-Blanchard
07 February 2025	09H30 – 10H45	Preserving Architectural Heritage – The Case of the Medina of Fez (Morocco)	Fouad Serghini, Karim Sbai, Hicham Amrani Joutey, experts marocains
07 February 2025	11H00 – 12H15	Towards an Eco-Responsible and Resilient Architecture	Hayatte Ndiaye, Zinga Mboup, Birahim Niang, experts internationaux
07 February 2025	14H30 – 16H00	Inclusive Urban Planning and Social Housing	Wolette Thiam, Boubacar Ba, Moussa Tine, Fani Moussa
08 February 2025	10H00 – 11H30	Governance, Regulations, and Financing in Construction	Alé Badara, Moussa Tine, Djoke Ange



## ADVERTISING CAMPAIGN



### EMAIL :

A preferred method to reach and register the SENCON audience. Thousands of emails in Turkish, English, and French were sent to a database of industry contacts.



### DIGITAL ADVERTISING

Across all key platforms, including LinkedIn, WhatsApp, Instagram, Facebook, YouTube, and Google Ads.



### WEBSITE

The website was an essential tool for providing information about exhibitors and their products, attracting more than 250,000 unique visits.



### NEWSPAPER ADVERTISEMENT:

Reaching 500,150 readers through Le Soleil and L'OBS.



### DIRECT MAILING

Direct mailing remains a highly effective channel for reaching SENCON clients and prospects.



### TELEMARKETING:

10,000 calls were made, inviting key buyers through our telemarketing campaign.



### EXHIBITOR MARKETING

A dedicated and free marketing resource was offered to exhibitors, providing a comprehensive range of services to raise awareness among exhibitor contacts about their participation. The marketing tools included: Personalized direct mail campaigns

Email invitations sent to exhibitor client lists

- Web banners for exhibitors' websites



### TV - RADIO

100 radio ads, 70 TV ads, and 60 special broadcasts aired on major radio stations such as \*\*TFM, RFM, and RFI\*\*.









## BILLBOARD AND BUNTING BILLBOARDS



## OUR PARTNERS

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### MEDIA PARTNER



### PARTNER



**THANK YOU TO OUR PARTNERS  
FOR SUPPORTING SENCON 2025- DAKAR**

### OFFICIAL SUPPORT



### THE ORGANIZER





**Book Your Stand Today, Contact Us At:**

**HEAD OFFICE**



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**W: <http://www.senconexpo.com/visit-now-form/>**

**JOIN AND GROW YOUR BUSINESS IN WEST AFRICA!  
DISCOVER THE UPCOMING DETAILS OF THE EXHIBITION!**



# SENCON

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**05-07 FEBRUARY 2026**  
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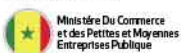


# SEE YOU IN 2026...

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